

Last Received: 08/30/2012 5:26 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1687	Agency C/P1/P2/E 95/101/1687	
Buyer Dan Nagelberg	Flight Dates 09/04/2012 - 09/17/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

-- REMARKS --

VER 3 ISSUED TO REVISE RATES PER STATION ON LN'S 2, 4,
12-13, 16-71 & 20-21; ADD SPOTS TO SKED LN'S 4, 12 & 28
CONTRACT TOTAL REMAINS \$8800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	TU-F	10A-11A	TODAY SHOW 3	:30	\$100.00	09/04-09/07	4	1	4	\$400.00	
				Buyline Comment: REVISE RATE PER STATION; ADD 2X TO SKED								
				Sales Remark: V3 REVISE RATE PER STATION; ADD 2X TO SKED								
				V3 More than 2 codes changed								
	*4	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$125.00	09/04-09/07	2	1	2	\$250.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*12	M,W-F	10A-11A	TODAY SHOW 3	:30	\$100.00	09/10-09/14	5	1	5	\$500.00	
				Buyline Comment: REVISE RATE PER STATION; ADD 3X TO SKED								
				Sales Remark: V3 REVISE RATE PER STATION; ADD 3X TO SKED								
				V3 More than 2 codes changed								
	*13	M	10A-11A	TODAY SHOW 3	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
				Buyline Comment: REVISE RATE PER STATION								
				Sales Remark: V3 REVISE RATE PER STATION								
				V3 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	M,W-F	1P-2P	DAYS OF OUR LIVES	:30	\$125.00	09/10-09/14	3	1	3	\$375.00	
	Buyline Comment: REVISE RATE TO CLEAR											
	Sales Remark: V3 REVISE RATE TO CLEAR											
	V3 More than 2 codes changed											
	*17	M	1P-2P	DAYS OF OUR LIVES	:30	\$125.00	09/17-09/17	1	1	1	\$125.00	
	Buyline Comment: REVISE RATE TO CLEAR											
	Sales Remark: V3 REVISE RATE TO CLEAR											
	V3 More than 2 codes changed											
	*20	M,W-F	3P-4P	MAURY POVICH	:30	\$125.00	09/10-09/14	2	1	2	\$250.00	
	Buyline Comment: REVISE RATE TO CLEAR											
	Sales Remark: V3 REVISE RATE TO CLEAR											
	V3 More than 2 codes changed											
	*21	M	3P-4P	MAURY POVICH	:30	\$125.00	09/17-09/17	1	1	1	\$125.00	
	Buyline Comment: REVISE RATE TO CLEAR											
	Sales Remark: V3 REVISE RATE TO CLEAR											
	V3 More than 2 codes changed											
	*28	TU-F	135A-205A	CARSON DALY	:30	\$25.00	09/04-09/07	1	1	1	\$25.00	
	Buyline Comment: ADD TO SKED											
	Sales Remark: V3 ADD TO SKED											
	V3 Added											

---REPORT TOTALS---

Report Totals: 20 / \$2,150.00

---SALES MONTHLY TOTALS---

Sep 12: 56 / \$8,800.00

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Sales Totals: 56 / \$8,800.00
Station Totals: 56 / \$8,800.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$97,778	CATV 0%	WAVY 9%	WGNT 7%	WPXV 0%	WTKR 29%
		WTVZ 7%	WVBT 23%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE